



Family Broadcasting Group, Inc.

KSBI-TV/KSBI-DT Television Network

June 15, 2006

The Honorable Kevin J. Martin  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington DC, 20554

(Distributed to: Congressman John Sullivan, Congressman Dan Boren,  
Congressman Frank Lucas, Congressman Tom Cole, Congressman Ernest Istook,  
Senator Jim Inhofe, Senator Tom Coburn)

RE: Multicast Must Carry

Dear Chairman Martin,

I am writing to urge you to promote diversity and localism by ensuring that local television broadcasters continue to serve the public as America moves from analog to digital television. Family Broadcasting Group, Inc. is an Oklahoma corporation, completely owned by Oklahoma residents, and localism is extremely important to us.

Already in this market, COX Communications has shown that, given an opportunity, they will carry as few local channels as possible on their digital lineup. As an example, KSBI-TV was one of the first fully digital compliant stations in 2002; and COX has yet to add KSBI-TV to the digital lineup...despite many requests from KSBI-TV and the residents of Oklahoma. Various times, Oklahoma City COX upper management stated COX did not have available space to add Oklahoma's only 24-hour-a-day Family Friendly Station (KSBI-TV) to their digital lineup. Interestingly enough, other stations in the market were not digital at the time and once those network affiliate stations did catch up to KSBI-TV and build out their digital channels, COX added those stations to the digital lineup without hesitation.

As you know Congress has mandated that television move from the analog spectrum to the digital spectrum by February 2009, requiring local broadcasters to make substantial investments in new technology and equipment so the broadcaster can provide the best television experience for viewers. Because the broadcaster fulfills the requirements set in place by Congress, there should be assurance that the



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broadcaster receives equal treatment across the board. If cable companies have the choice to carry a portion of the digital channels in a given area, that assurance of equal treatment does not exist.

We (the broadcaster) have made the necessary changes to assure the highest quality digital signal for the viewer, and are able to provide more local programming to consumers; such as high school sports coverage and other high school activities, more frequent news updates, constant weather information, public information updates, diverse language programming, etc. The new technology also allows full distribution of broadcast signals, using less capacity.

Limiting programming choices provided by broadcasters will result in less diversity and localism. Programming the public desires (and needs) will not be available.

I urge you to move forward in your charge to promote diversity and localism while we embrace the digital age. It is important for broadcasters to have the same access to all viewers in this digital age.

If given the opportunity, large cable companies will (as COX Communications has already demonstrated in this area) squelch the diversity of voice and programming the public has demanded.

Sincerely,

A handwritten signature in black ink, appearing to read "Brady Brus". The signature is stylized with a large, sweeping "B" and a cursive "Brus".

Brady Brus  
President  
Family Broadcasting Group, Inc.

Cc:

Congressman John Sullivan  
Congressman Dan Boren  
Congressman Frank Lucas  
Congressman Tom Cole  
Congressman Ernest Istook  
Senator Jim Inhofe  
Senator Tom Coburn